



RESCUE CALIFORNIA

...RECALL GAVIN NEWSOM



PATH TO RECALL

Governor Gavin Newsom

PHASE II

www.RescueCalifornia.org

Paid for by Rescue California - To Support the recall of Gavin Newsom. FPPC ID# 1434853
Committee major funding by:
PROV 3-9 LLC
Geoff Palmer
California Republican Party



FINISHING THE JOB

Over two million Californians signed the official recall petition, forcing an election to decide if Gavin Newsom should be recalled or remain as Governor.

The historic petition drive was only Phase 1 of the campaign. Now, Rescue California and recall supporters must run a successful campaign in support of the Recall. Fortunately, we have a difference-making weapon ready to activate.

RECENT POLLING

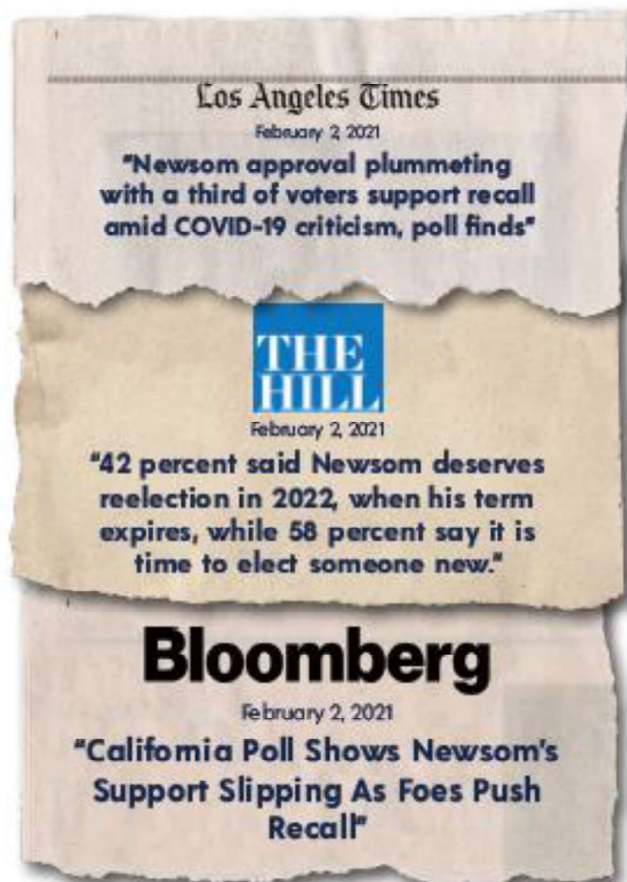
RECALL QUESTION

42% of California voters would vote to retain Gavin Newsom as Governor

RE-ELECT QUESTION

58% of California voters say they want someone new in the next election

The California Emerson College/Nexstar Media Group poll was conducted March 12-14, 2021. The sample consisted of California registered voters, n=1,045, with a Credibility Interval (CI) similar to a poll's margin of error (MOE) of +/- 3 percentage points.



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COMPARING THE POLL NUMBERS

Field Poll (April 2003)



WOULD NOT SIGN RECALL PETITION



SAID RECALL WOULD BE BAD FOR CALIFORNIA

October 2003 Election Results



VOTED YES ON RECALL

Field Poll (April 2003)



Independents SUPPORTED DAVIS RECALL



Republicans SUPPORTED DAVIS RECALL

PPIC Poll (March 2021)



Independents SUPPORT NEWSOM RECALL



Republicans SUPPORT NEWSOM RECALL



VOLUNTEER CITIZENS BRIGADE

The recall campaign against Governor Gavin Newsom was driven by a massive volunteer organization which came together organically. Over 5,000 regular volunteers, and up to 20,000 on any given weekend, working under the direction of 250 volunteer regional managers manned thousands of tables and 800 booths in all 58 counties. Operating during a pandemic and multiple government shut-down orders, these volunteers were able to secure signatures from over 1.3 million voters – an historic first in the state and nation.

The ultimate success of the campaign to secure a YES vote for the Recall will now depend on converting these volunteers into a Volunteer Citizens Brigade capable of executing an unprecedented campaign material distribution, Ballot Harvesting and GOTV campaign.

While the candidates will necessarily spend millions promoting themselves, Rescue California will be the united campaign effort to secure the YES vote in favor of the Recall by:

- Continually reminding voters of Newsom's multiple failures, using real stories from real people and a Newsom Truth Squad
- Identifying and persuading Independent voters to support the Recall
- Harvesting Republican ballots in all 58 counties to create a massive GOP turnout advantage



VOLUNTEER CITIZENS BRIGADE ACTION PLAN

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The Joint Rescue California-Recall Gavin Newsom volunteer campaign will:

- Distribute palm cards, bumper-stickers and informational materials at 800 permanent Recall Booths and at hundreds of other temporary locations, including country fairs, rallies, etc. Our locations will be able to process donations, identify supporters for GOTV efforts and register voters who are unregistered.
- Use our peer-to-peer texting app to text persuadable voters information, updates, surveys and GOTV messages.
- Phone persuadable voters with persuasion and GOTV scripts.
- In areas with high volunteer concentrations, conduct precinct operations to identify Recall supporters, secure yard sign locations and distribute campaign materials and harvest ballots.
- Conduct a Recall CARE FOR KIDS campaign, collecting donations of back packs and school supplies for school age children in communities heavily impacted by Newsom's inability to open schools, potentially expanding the program to assist unaccompanied minors at the border.
- Distribute half a million (or more) yard signs statewide, disheartening the opposition and creating continued enthusiasm for the Recall.



Committees and Coalitions Pledge Form

Finance Committee

I/We would like to join the following: Name(s) _____

_____ **Finance Committee Co-Chairs**

Contact 25 or more people for \$1,000+ per month through November

_____ **Finance Committee Members**

Contact 25 or more people for \$100+ per month through November

Coalitions

Coalition members will represent Rescue CA and their respective coalition in their community. Members may join multiple coalitions. Please provide your name and the title you would like to use. Those who feel comfortable and qualified will be utilized as public speakers. We will need cell phone, address, and email information for those who are interested.

_____ **African American Coalition:** Name/Title: _____

_____ **Asian American/Pacific Islander Coalition:** Name/Title: _____

_____ **Crime Victims/Public Safety Coalition:** Name/Title: _____

_____ **Faith-based Coalition:** Name/Title: _____

_____ **Hispanic Americans Coalition:** Name/Title: _____

_____ **Homeowners Coalition:** Name/Title: _____

_____ **LGBTQ Coalition:** Name/Title: _____

_____ **Local Leaders Coalition:** Name/Title: _____

_____ **Small Business Coalition:** Name/Title: _____

_____ **Women Coalition:** Name/Title: _____

_____ **Veterans Coalition:** Name/Title: _____

_____ **I/We cannot join a committee or coalition but would like to volunteer to recall Gavin Newsom.**

Full name

Spouse Name

Address

City

State

Zip

Home Phone

Office Phone

Mobile Phone

Fax Phone

E-Mail

Paid for by Rescue California – To Support the Recall of Gavin Newsom FPPC ID# 143853
Committee major funding by:
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California Republican Party



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REAL STORIES FROM REAL PEOPLE

Rescue California has identified a large pool of regular Californians willing to tell their personal stories about the failures of Gavin Newsom. Our approach will be decidedly non-partisan. The face of the Recall will be as diverse as the state and decidedly non-partisan, with a special emphasis on Latino voters.

Personal stories, rather than political rhetoric or statistics, will be featured in media appearances, targeted digital advertising and traditional advertising.

NEWSOM TRUTH SQUAD

Rescue California is assembling a team of non-partisan elected officials (County Supervisors, Mayors, City Councilmembers, Sheriffs, District Attorneys) to act as a "Newsom Truth Squad" throughout the recall campaign. These officials will fact-check Newsom as he campaigns and alert the news media to exaggerations and flat-out lies.



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INDEPENDENT VOTER OUTREACH AND IDENTIFICATION

Over one-quarter of California's voters are not aligned with either major party and these voters determine the outcome of most contested elections in the state. Significantly, over 25% of Recall Newsom signatures came from these Independent voters.

Identifying persuadable Independent voters and turning them out to vote is a crucial part of our plan. We will use our Volunteer Citizens Brigade operating from 800 permanent recall booths to contact Independent voters and identify those who support the recall or who can be persuaded to support it. Using data from our public opinion polling, we will create a comprehensive database of Independent voters and their top issues. Voters in this group who are solidly pro-recall will be included in our Ballot Harvesting/GOTV program.



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BALLOT HARVESTING/GOTV

Taking advantage of the massive Volunteer Citizens Brigade created by the Recall, we will contact all 5.3 million Republican voters in the state through door-to-door canvassing, texting, emailing, mail and phone calls to "harvest" ballots, creating a GOP wave capable of overcoming the Democrat's registration advantage in the state. Independent voters who are identified as recall supporters will be included in the Ballot Harvesting/GOTV program.



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PROJECTED ELECTION BUDGET: **\$15,000,000**

Budget Highlights

Public Opinion Polling

We will use a top national polling firm to identify key messages, persuadable groups and to measure progress.

Latino Voter Outreach

Our poll indicated that Latino voters are very open to the Recall. We will use targeted communications to reach out to this key voter group.

Targeted Digital Communications

Our targeted digital campaign will focus primarily on NPP (Independent) voters who can be persuaded to support the recall.

Targeted Republican Ballot Harvesting

Taking advantage of the massive volunteer force created by the Recall, we will contact every Republican voter in the state through door-to-door canvassing, texting, emailing and phone calls to "harvest" ballots, creating a GOP turnout wave.

Targeted TV Ads

We will use a combination of traditional broadcast and cable advertising with targeted CTV (connected TV) ads that allow cost-effective precision and scale in reaching persuadable voters.

Targeted Radio Ads

Radio ads will be used to motivate conservative voters, and to a lesser degree, reach persuadable voters.

RESCUE CALIFORNIA TEAM

Rescue California is led by a team of seasoned professionals, including veterans of the last successful effort to recall a California governor, in 2003.

Anne Dunsmore - Capital Campaigns

Campaign Manager/Finance Director

Dave Gilliard - Gilliard Blanning & Associates Inc.

Chief Strategist

Paul Olson - GOCO Consulting

Petition Management & Verification

Gene Ulm - Public Opinion Strategies

Public Opinion Research

LINCOLN CLUB OF ORANGE COUNTY

RECALL GAVIN NEWSOM

Fundraiser at the home of Colleen & Buck Johns

LOCKDOWN

LOCKDOWN

LOCKDOWN

LOCKDOWN

THURSDAY, MAY 20

5:30pm

ADDRESS UPON RSVP

! FRENCH LAUNDRY LEVEL (Finance Chair & VIP): \$10,000 (per couple)

! LOCKDOWN LEVEL (Host recognition & reserved seating): \$5,000 (per couple)

! EDD FRAUD LEVEL (Co-host recognition): \$1,000 (per couple)

! ATTENDEE: \$250 (per person)

*Music performed by
Grammy & Platinum artists*

Open bar & BBQ!

LOCKDOWN

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LOCKDOWN

LOCKDOWN

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LOCKDOWN

LOCKDOWN

LOCKDOWN



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- ____ I/We would like to **sponsor at the French Laundry Level** and **CONTRIBUTE \$10,000** (per couple)
(Includes Finance Chair recognition and VIP seating at event)
- ____ I/We would like to **be part of the Host Committee** and **CONTRIBUTE \$5,000** (per couple)
(Includes host recognition and reserved seating at event)
- ____ I/We would like to **be part of the Co-Host Committee** and **CONTRIBUTE \$1,000** (per couple)
(Includes co-host recognition at event)
- ____ I/We would like to **attend the event** and **CONTRIBUTE \$250** (per individual / \$500 per couple)
- ____ I/We cannot attend but would like to **CONTRIBUTE \$ _____** to the campaign to Rescue California
- ____ I/We would like to **ENDORSE** the effort. Please list my/our names as follows: _____

Your Name: _____ Spouse Name: _____

Company Name: _____

Street Address: _____ City: _____ ST: _____ Zip: _____

Mailing Address: _____ City: _____ ST: _____ Zip: _____

Office Phone: _____ Mobile Phone: _____ Fax: _____ Email: _____

Occupation: _____ Employer: _____

Please charge \$ _____ to my: (circle one)    

Please make checks payable to Rescue California – Recall Gavin Newsom 3857 Birch Street, #630, Newport Beach, CA 92660

Name as it appears on card: _____

Billing address: _____

Card number: _____ Exp. Date _____ Sec. Code: _____

Signature: _____ Spouse Signature (if joint contribution): _____

State law requires political committees to report the name, mailing address, occupation, and employer for each individual whose contributions aggregate to \$100 or more. Contributions to Rescue California – Recall Gavin Newsom are not subject to limits. Unlimited personal and corporate contributions are acceptable. Contributions are not deductible for Federal or State income tax purposes.

Paid for by Rescue California – To Support the Recall of Gavin Newsom FPPC ID#1434853
Committee Major Funding by:
Prov 3:9, LLC
Geoff Palmer
California Republican Party